



We're Becoming CareerForce

The only unified system driving prosperous outcomes for career seekers, employers, system partners and Minnesota.

Working together as a supportive, holistic system will deliver tremendous impact:

- Change lives
- Engage or empower or support employers
- Strengthen communities
- Drive economic prosperity for Minnesota

CareerForce will help everyone in Minnesota thrive.

We're transforming the way we work together now.



CareerForce Culture Plan

Why is culture so important?

- Our culture is our brand
- Our brand is our reputation
- Our reputation is our commitment to prosperity
- We all need to be on the same page
- Beyond advertising, customers interact with the culture
- Our actions are a reflection of the brand.

To support our brand paradigm shift to make the workforce system a resource you want to access vs. one you have to access, we've created four Culture Taskforces:

1. Enhance Service Delivery Taskforce –

This group will provide recommendations around:

- a. Creation of a Universal Intake form
- b. Standardizing CareerForce location workshops
- c. Developing seamless customer handoffs among programs and partners

2. Customer Experience Taskforce –

This group will provide recommendations around:

- a. Designing a welcoming protocol for all locations
- b. Exploring customer-friendly technology (mobile charging stations, ipads, kiosks, etc)
- c. Providing coffee and food to create a more welcoming environment
- d. Renaming and reimagining the Resource Room to something more welcoming

3. Streamline Business Services Taskforce –

This group will provide recommendations around:

- a. Developing protocol to ensure baseline business services are provided at all locations
- b. Redesigning career fairs to a more engaging and interactive model that meets employer needs

4. Pro-actively Communicate Taskforce –

This group will provide recommendations around:

- a. Sharing and celebrating success stories
- b. Newsletters for the CareerForce community
- c. Utilizing social media to share information, announce events, engage customers
- d. Events to engage with the community, partners and customers
- e. Utilizing local media
- f. Creating local and regional communications plans